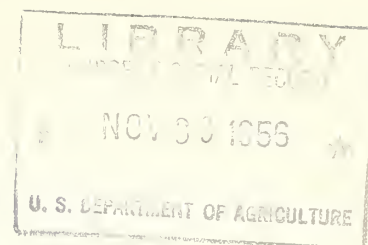


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Household Purchases of



- **BUTTER**
- **FLUID
WHOLE
MILK**
- **FLUID
SKIM
MILK**

*by Regions and Retail Sales Outlets,
April - June 1956*

**UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Washington, D. C.
October 1956**

HPD-31

PREFACE

This is one in a series of quarterly reports on household purchases of butter, fluid whole milk, and fluid skim milk, by geographic regions and types of retail outlets. This series previously contained data on household purchases of butter, cheese, nonfat dry milk solids, and margarine. The quarterly reports supplement the monthly series, "Household Purchases of Butter, Fluid Whole Milk, and Fluid Skim Milk," which provides data for the United States only.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 5,800 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry through the American Dairy Association and the United States Department of Agriculture, under terms of a cooperative project, are financing the obtaining of the data presented in this series of reports. The Department funds are provided under the Agricultural Marketing Act of 1946.

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF BUTTER, FLUID WHOLE MILK
AND FLUID SKIM MILK, BY REGIONS AND
RETAIL OUTLETS, APRIL-JUNE 1956

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data are for a 13-week period in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

United States householders bought about 1 percent more butter during April-June 1956 than during April-June 1955. Purchases in June 1956 were down from the same month a year earlier, in contrast with the gain for the quarter as a whole.

Householders in the Pacific Coast and Southern regions purchased substantially more butter during the second quarter of 1956 than during the second quarter of 1955. On the other hand, families in the primary butter consuming areas, the Northeast and North Central States, purchased about the same quantity as a year earlier.

Householders bought more butter through regional and local chain stores during April-June 1956 than in April-June 1955. Purchases through national chain stores were about the same as a year earlier while purchases in independent grocery stores were below the same period of 1955.

Consumer prices for butter in this survey were generally higher in all regions and through all outlets in April-June 1956 compared with April-June 1955.

Householders purchased about 4 percent more fluid milk during April-June 1956 than in April-June 1954. This gain was composed of a 3 percent increase for fluid whole milk and about 22 percent for fluid skim products.

Purchases of fluid whole milk and fluid skim milk during April-June 1956 were higher in all regions than during the same period 2 years earlier. The greatest percentage increase in fluid whole milk purchases occurred in the Mountain-Southwest area while householders in the North Central and Southern States reported the largest gain for fluid skim products.

Noticeable changes occurred in the volume of purchases of milk by size of container from April-June 1954 to the same period in 1956. There was a shift toward half-gallons and away from quart containers for most regions and retail outlets, including the home delivery outlet.

Only the independent grocery store failed to share in the general increase from 1954 to 1956 in the total amount of fluid milk products purchased by householders. Purchases in regional and local chains, on the other hand, increased more than purchases in other types of retail outlets.

House-to-house deliveries of fluid milk products totaled about 50 percent of all milk bought by householders during April-June 1956. This was about the same share of the market as reported in April-June 1954 for the home delivery outlet.

Consumers in this survey reported paying a higher average price for fluid whole milk during April-June 1956 than April-June 1954, while the average price for skim products was unchanged. For fluid whole milk, prices in half-gallon and gallon containers were 2 cents and 5 cents per quart lower, respectively, than for single quart containers. For fluid skim products, prices for milk in half-gallon and gallon containers were 3 cents and 8 cents lower per quart than in single quart units. However, for most regions and outlets, prices for milk in the larger containers increased more from April-June 1954 to April-June 1956, percentagewise, than single quart prices.

BUTTER

United States householders bought an estimated 204 million pounds of butter during the 13-week period April-June 1956, 2 million pounds more than during April-June 1955, or a 1 percent increase. This compares with the 9 percent gain between the April-June periods of 1954 and 1955. Butter purchases for household use in the second quarter of 1956 were 15 million pounds less than those for the first quarter. This decrease was in line with the usual seasonal trend, although it was about double that between the comparable periods of 1955.

Purchases of butter per person in households during April-June 1956 were up noticeably in the South and Pacific Coast States but down in the Mountain-Southwest area from a year earlier. ^{1/} In the two primary butter consuming areas, the Northeast and the North Central States, householders reported practically no change in per capita purchases. The per capita household purchase rate for the United States in the second quarter of 1956 showed an increase of less than 1 percent over the second quarter of 1955 (tables 1 and 2).

Per capita purchases of butter during April-June 1956 by householders in the North Central and Northeast regions were well above the United States average. In the Pacific Coast States, purchases per person in households were about equal to the United States average and those in the South and Mountain-Southwest regions well below average (fig. 1).

^{1/} The 5 regional areas are defined as follows: NORTHEAST--New England and Middle Atlantic States, plus Delaware, Maryland, and District of Columbia. NORTH CENTRAL--Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas. SOUTH--Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Mississippi, Virginia, and West Virginia. MOUNTAIN and SOUTHWEST--Eight Mountain States and Texas and Oklahoma. PACIFIC--Washington, Oregon, and California. The approximate distribution of the population of the United States between the 5 areas is: 28 percent in the Northeast; 29.7 percent in the North Central; 22.4 percent in the South; 9.8 percent in the Mountain and Southwest; and 10.1 percent in the Pacific.

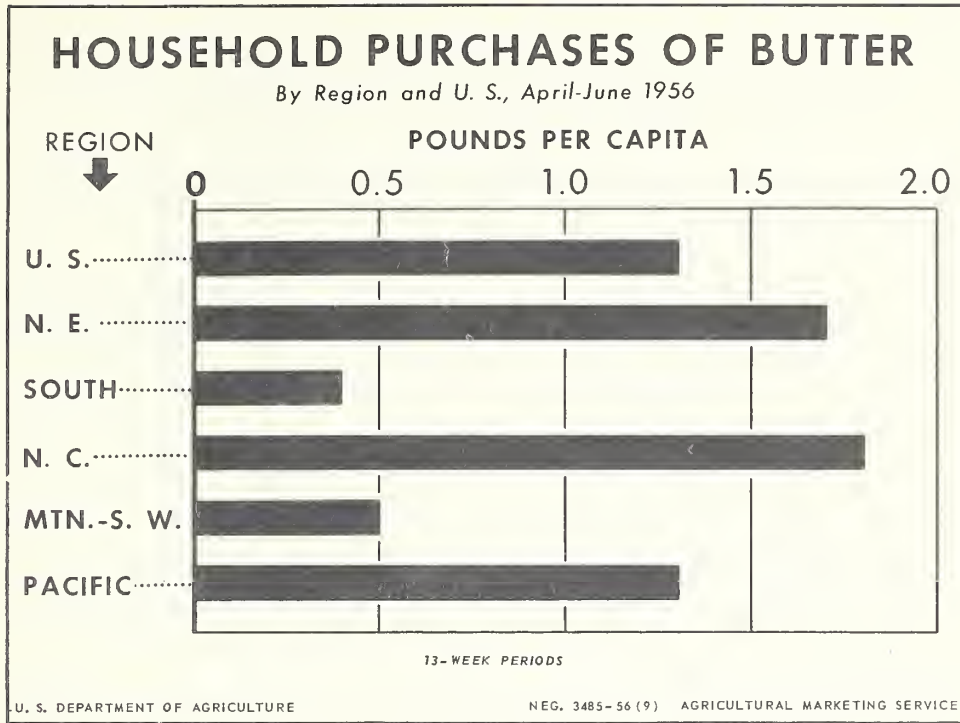


Figure 1

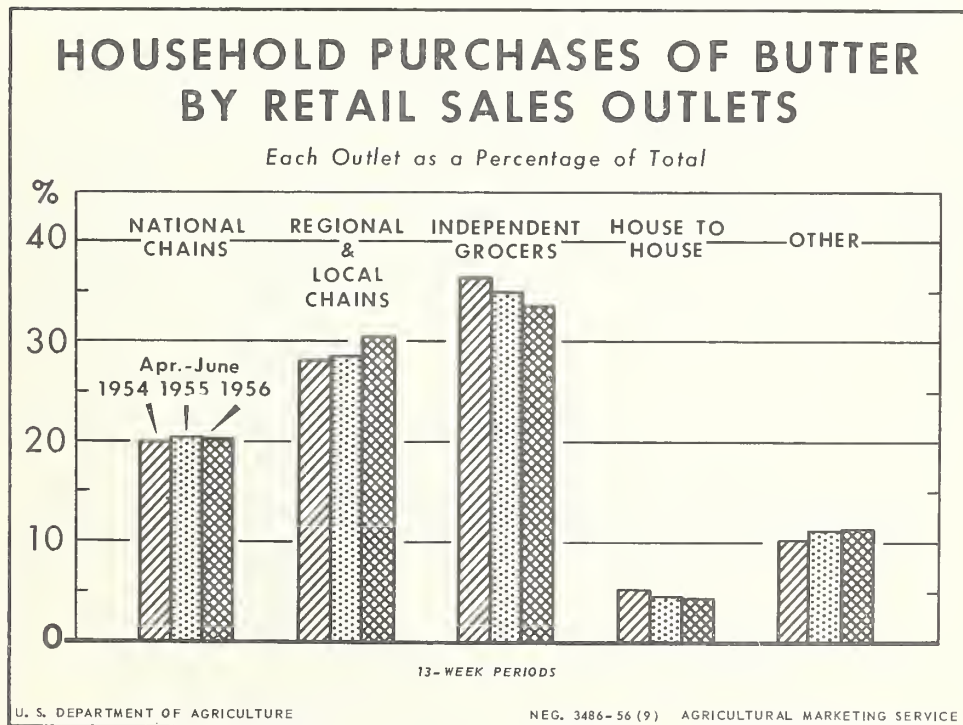


Figure 2

Most major retail outlets reported a decline in total purchases of butter for household use during the second quarter of 1956 from those of the first quarter. ^{2/} However, compared to a year earlier, household purchases in the April-June 1956 period increased for all outlets except independent stores and house-to-house delivery routes. April-June 1956 purchases of butter increased over those for the same period of a year earlier by about 7 percent in regional and local chains, over 2 percent in "other" outlets, and about 1 percent in national chains (tables 3 and 4).

The average size of purchase of butter by all household consumers--about 1.1 pounds--during the April-June 1956 period remained virtually unchanged from that of preceding periods. However, there were sharp differences in the average size of purchase between the regions and outlets.

The average price paid per pound for butter by householders was up slightly during April-June 1956 both from the preceding quarter and a year earlier. By regions, the average price paid for butter during April-June 1956 ranged from 66.5 cents in the North Central and Pacific areas to almost 73 cents per pound in the Mountain-Southwest area. The price for butter was lowest in "other" outlets and highest when delivered to the door. Consumers reported lower prices for butter purchased in chain stores than in independent grocery stores.

The percentage distribution of household purchases of butter among the various outlets has shown relatively little change since the second quarter of 1954. In April-June 1956 independent retail outlets accounted for about 34 percent of the household purchases of butter; regional, local, and national chains together accounted for 50 percent; house-to-house deliverymen about 5 percent, and "other" retail outlets about 11 percent (fig. 2).

^{2/} Retail outlets are defined as follows: NATIONAL CHAINS--A & P, Kroger, and Safeway Stores. REGIONAL and LOCAL CHAINS--those chains having 4 or more stores (excluding those in the national chain category). INDEPENDENT GROCERIES--independently owned stores, groups of stores not falling in above categories, and voluntary associations of independently owned stores. HOUSE-TO-HOUSE--purchases from milkman or other wagon salesmen. OTHER--purchases in creameries or dairy stores, roadside stands, department and specialty food stores, and from farmers.

SPECIAL IN THIS ISSUE

Family Characteristics data on fluid milk purchases by householders for April-September 1954 only. (See p. and tables 22 and 23.)

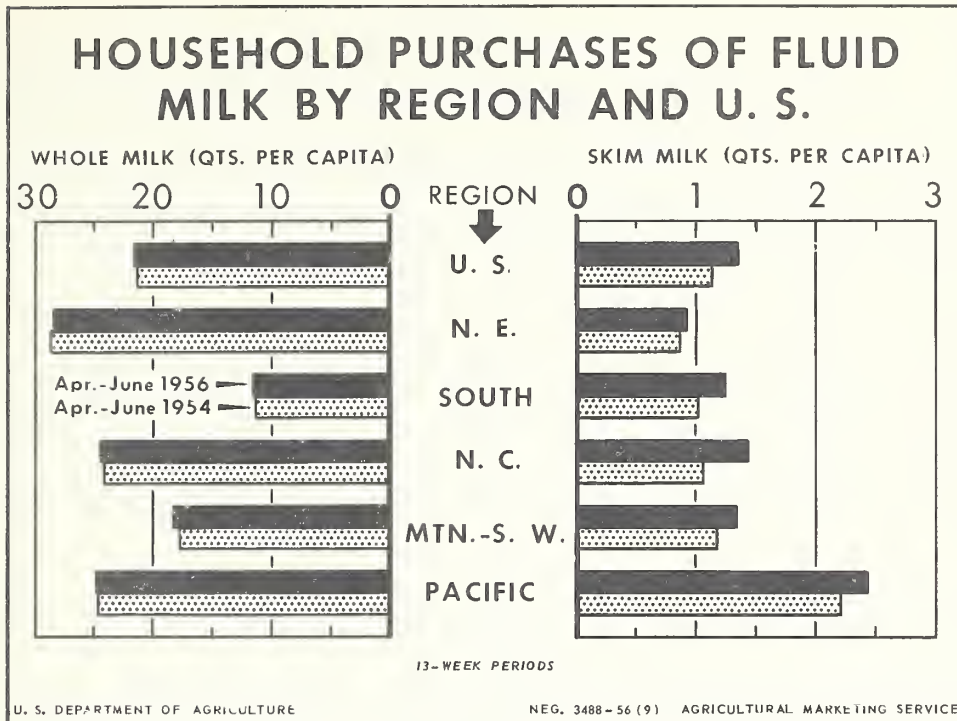


Figure 3

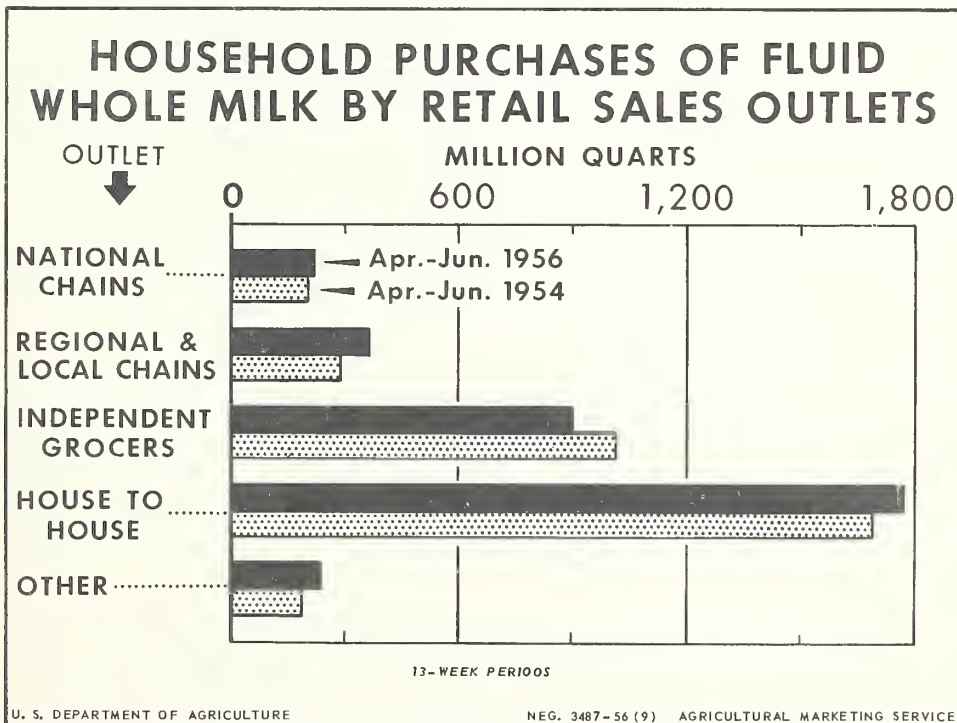


Figure 4

FLUID MILK

During the 13-week period April-June 1956, United States householders purchased a total of 3,734 million quarts of fluid milk. This was a gain of about 4 percent over the same period in 1954. Householders' purchases of fluid whole milk in the second quarter of 1956 were about 3 percent greater than in April-June 1954 and purchases of fluid skim products were up 22 percent. For fluid whole milk, householders during April-June 1956 paid prices about 3 percent higher than in April-June 1954, while fluid skim prices were unchanged.

From April-June 1954 to April-June 1956, householders reported a 21 percent increase in the quantity of whole milk purchased in gallons and a 61 percent increase in half-gallons. However, purchases in the single quart container decreased almost 13 percent. The 22 percent increase in household purchases of skim products was reflected in increases in all of the container sizes; however, the 188 percent increase in the amount purchased in half-gallon containers was the most noticeable.

Fluid Whole Milk: In all regions, household purchases of fluid whole milk during April-June 1956 were above those of 2 years earlier, with the Mountain-Southwest area reporting the greatest percentage increase (fig. 3). The proportion of whole milk purchased in gallon and half-gallon containers increased in all regions, although purchases in quart containers continued to make up the larger share. The Mountain-Southwest and South regions reported the greatest change from the quart to the gallon and half-gallon containers (table 13).

During this second quarter of 1956, household consumers purchased over 25 percent more fluid whole milk products from regional and local chains and "other" retail outlets than during the same period 2 years earlier. Purchases from independent stores decreased 11 percent. Household purchases in the half-gallon container from the regional and local chains and "other" retail outlets increased more than 80 percent in April-June 1956 over the April-June 1954 period, while purchases in quart containers decreased in all outlets covered by this report. Household purchases of fluid whole milk in gallon containers on the retail dairy routes (house-to-house) increased over 78 percent during the period covered by this report. Purchases in gallons in "other" outlets increased 56 percent.

The United States average price for fluid whole milk during the April-June 1956 period was about 3 percent higher than 2 years earlier. All regions reported a general increase in the average price paid for fluid whole milk regardless of container size--except in the Pacific areas, where a 1 percent decrease was reported. The greatest increase in milk prices paid by householders was that in gallon and half-gallon containers--8 percent and 7 percent, respectively. This increase was greatest in the South.

The average price paid by household consumers for fluid whole milk in half-gallon containers through all retail outlets except "other" outlets was up over 6 percent in the second quarter of 1956 from April-June 1954. The average price per quart for fluid whole milk purchased in gallon containers increased

most in "other" retail outlets. Prices for single quarts were about 3 percent above those for the same quarter in 1954, except in national chain stores and "other" retail stores. The price rise for single quarts from April-June 1954 to April-June 1956 was greater in independent grocery stores than in other outlets (table 8).

Fluid Skim Milk: United States householders bought 219 million quarts of fluid skim products during the April-June 1956 period, a 22 percent increase over the same period 2 years earlier. The average price paid by household consumers during the second quarter of 1956 was reported as 18.5 cents per quart, unchanged from 2 years earlier.

The proportion of fluid skim products purchased in the larger containers was greater for all regions and outlets than 2 years earlier. The highest percentage gain from two years ago in household purchases of fluid skim products in the gallon containers was reported for the Pacific and Southern regions. Household purchases in the half-gallon containers rose sharply in the North Central, Mountain, and Southwestern States.

The amount of skim milk bought by consumers was up in all outlets from the second quarter of 1954 to the same quarter of 1956, except in the independent grocery store, where total sales declined about 3 percent. Purchases were up the most in regional and local chains (table 11). Slightly less than half of all purchases of fluid skim milk by householders were from home-deliverymen during April-June 1956--unchanged from April-June 1954.

The United States average price paid by the household consumers for skim milk in April-June 1956 was the same as in 1954. However, consumers in the Pacific Coast area reported a 9 percent decrease. The average price paid decreased in all retail outlets except independent grocery stores and house-to-house delivery.

HOUSEHOLD PURCHASES OF FLUID MILK BY FAMILY CHARACTERISTICS
APRIL-SEPTEMBER 1954

The Department has obtained, under its contract with the Market Research Corporation of America, back data for the period April-September 1954 on household purchases of fluid milk by family characteristics. These data are being presented in this report and will be presented again in the "Family Characteristics" report scheduled for early 1957. Comparable data for April-September 1956 for both fluid milk and butter will also be included.

Families in the lowest income quartile were well below all other families in their purchases of fluid whole milk per person. There was little difference in the whole milk purchase rates shown for the upper, upper middle, and lower middle income households--ranging from 44 to 48 quarts per person during April-September 1954--compared with the 35 quarts per person in the lowest income group. For fluid skim, however, the highest income families reported larger purchase rates than the other three classifications which were closely grouped (table 23).

The educational level of the family head was directly related to the purchase rate for his family for both fluid whole and skim products. The purchase rate per person for families headed by people with a grammar school education was 33 quarts of fluid whole milk as compared to 55 quarts in families headed by persons with some college education.

The pattern observed by educational level of head of household was in general similar to that shown by occupation of head of household. Families in which the head has a "white collar" position or a skilled occupation are better markets for fluid milk than those in other groups.

Families with young children bought more whole milk per capita in April-September 1954 than other family groups. Apparently, as the age of children in the household increases, the rate of consumption of whole milk declines. As might be expected, those families without children are relatively low consumers of fluid whole milk. For fluid skim products, the presence of children affects consumption differently than for whole milk. Families with teen-agers and adults only consume more skim milk products per person than other families.

Households with older housewives--45 years of age and over--consume less whole milk per person than families with younger housewives, but more of fluid skim items.

Large families--6 or more members--ranked very low compared with all other families in their per capita purchase rate for fluid whole milk. These large families bought about 29 quarts of whole milk per person in April-June 1954 compared with about 50 quarts for 3-, 4-, and 5-member families. For skim products, 1- and 2-member households bought at a rate about twice that for other size families (fig. 6).

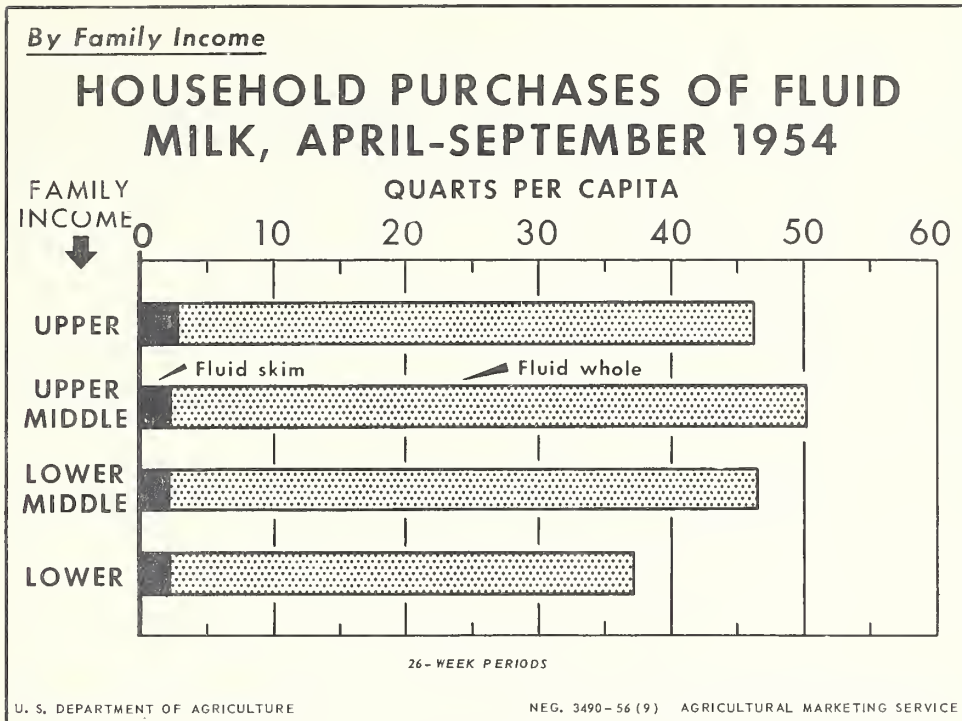


Figure 5

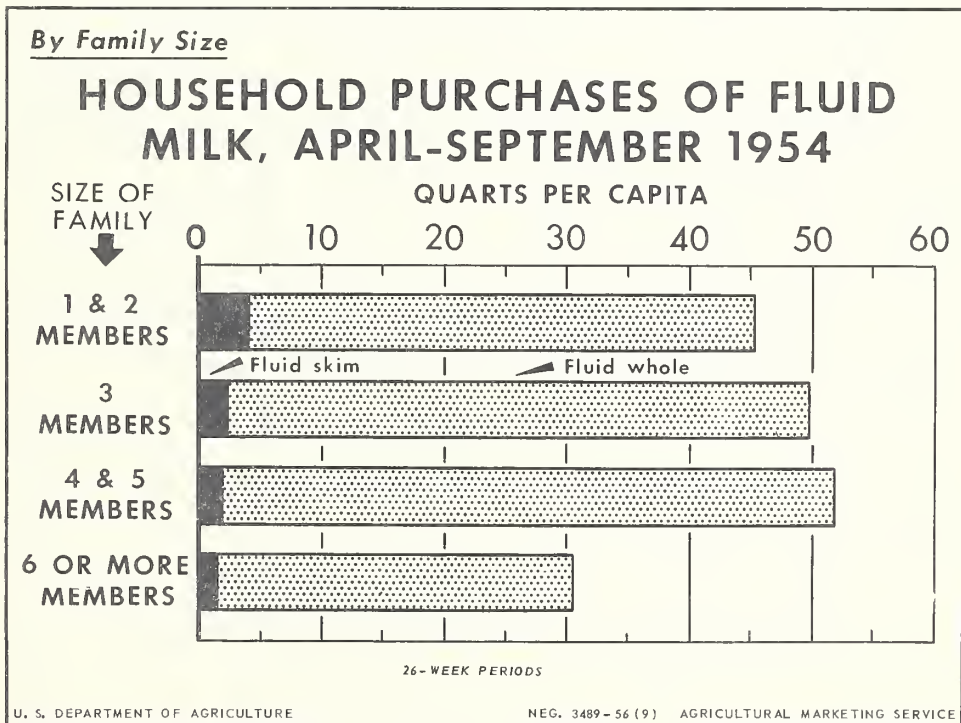


Figure 6

Table 1.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita U. S. and regions, 13-week periods

Quarter	Total quantity purchased								
	United States			Northeast			North Central		
	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	204.4	202.1	185.4	76.2	75.8	71.4	84.2	84.7	75.6
July-Sept.....		194.8	187.4		72.1	71.1		82.1	77.5
Oct.-Dec.....		223.2	214.0		83.3	79.6		92.5	90.1
Jan.-Mar.....		218.7	209.3		83.7	78.8		89.4	87.5
Total		838.8	796.1		314.9	300.9		348.7	330.7
Quarter	Average price paid per pound								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	68.2	66.8	66.1	69.7	68.2	67.7	66.5	65.0	64.1
July-Sept.....		66.9	66.1		68.6	67.7		65.1	64.1
Oct.-Dec.....		67.8	68.4		69.2	70.1		66.0	66.5
Jan.-Mar.....		67.8	67.8		69.1	69.1		66.1	65.9
Quarter	Average size of purchase								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.10	1.09	1.09	1.02	1.00	1.00	1.27	1.28	1.25
July-Sept.....		1.09	1.09		1.00	1.00		1.26	1.25
Oct.-Dec.....		1.11	1.10		1.02	1.00		1.29	1.28
Jan.-Mar.....		1.10	1.09		1.02	1.00		1.26	1.27
Quarter	Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1,260	1,251	1,174	1,729	1,720	1,669	1,824	1,829	1,679
July-Sept.....		1,216	1,178		1,659	1,635		1,796	1,715
Oct.-Dec.....		1,385	1,335		1,882	1,819		2,010	1,961
Jan.-Mar.....		1,356	1,305		1,903	1,810		1,946	1,918

Table 2.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

Quarter	Total quantity purchased								
	South			Mountain-Southwest			Pacific		
	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	14.0	13.1	12.6	8.4	8.8	7.5	21.6	19.7	18.3
July-Sept.....		12.6	12.5		8.4	7.5		19.6	18.8
Oct.-Dec.....		15.7	14.8		9.3	9.0		22.4	20.5
Jan.-Mar.....		14.6	14.2		9.0	9.0		22.0	19.8
Total		56.0	54.1		35.5	33.0		83.7	77.4
Quarter	Average price paid per pound								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	70.2	69.2	69.1	72.6	69.8	69.1	66.5	66.0	65.1
July-Sept.....		68.7	69.2		70.3	69.2		65.8	64.7
Oct.-Dec.....		70.1	70.9		71.8	71.3		66.2	66.9
Jan.-Mar.....		69.9	69.8		71.9	72.0		66.3	67.3
Quarter	Average size of purchase								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	.89	0.87	0.84	1.04	1.02	1.07	1.04	1.02	1.05
July-Sept.....		.87	.85		1.03	1.05		1.04	1.04
Oct.-Dec.....		.91	.87		1.04	1.04		1.05	1.02
Jan.-Mar.....		.90	.87		1.03	1.02		1.04	1.03
Quarter	Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	358	338	333	499	538	461	1,347	1,235	1,150
July-Sept.....		325	332		507	445		1,242	1,189
Oct.-Dec.....		407	389		571	538		1,411	1,299
Jan.-Mar.....		379	365		533	549		1,380	1,243

Table 3.--Butter: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods

Quarter	Total quantity purchased								
	National chains			Regional and local chains			Independent grocers		
	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	41.2	41.0	37.1	62.2	58.1	52.2	68.4	70.7	67.6
July-Sept.....		40.3	36.5		55.0	53.9		69.4	66.8
Oct.-Dec.....		44.7	41.2		66.9	61.1		77.8	76.5
Jan.-Mar.....		44.4	41.9		65.3	59.9		75.2	74.4
Total		170.4	156.7		245.3	227.1		293.1	285.3
Quarter	Average price paid per pound								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	67.5	65.6	65.0	67.9	66.2	65.4	69.3	68.1	67.3
July-Sept.....		66.1	65.1		66.5	65.4		68.2	67.1
Oct.-Dec.....		66.8	68.0		67.3	68.1		69.0	69.3
Jan.-Mar.....		66.9	66.8		67.2	67.3		69.1	68.9
Quarter	Average size of purchase								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	10.3	1.01	1.02	1.02	1.02	1.04	1.05	1.06	1.06
July-Sept.....		1.01	1.01		1.00	1.03		1.05	1.05
Oct.-Dec.....		1.03	0.99		1.04	1.05		1.07	1.06
Jan.-Mar.....		1.03	1.00		1.03	1.03		1.06	1.07

Table 4.--Butter: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods

Quarter	Total quantity purchased					
	House-to-house			Other outlets		
	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	9.5	9.7	9.8	23.1	22.6	18.9
July-Sept.....		7.8	10.5		22.3	19.7
Oct.-Dec.....		9.5	12.5		24.3	22.7
Jan.-Mar.....		9.5	12.4		24.3	20.7
Total		36.5	45.2		93.5	82.0
Quarter	Average price paid per pound					
	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	72.3	71.1	70.7	65.4	64.3	63.7
July-Sept.....		69.9	70.4		64.3	63.7
Oct.-Dec.....		71.6	71.9		65.1	64.9
Jan.-Mar.....		71.8	71.8		65.0	64.9
Quarter	Average size of purchase					
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	11.1	1.11	1.07	1.72	1.68	1.59
July-Sept.....		1.12	1.09		1.64	1.62
Oct.-Dec.....		1.13	1.12		1.69	1.66
Jan.-Mar.....		1.11	1.13		1.69	1.66

Table 5 .--Fluid whole milk: Household purchases, by U. S. and regions, 13-week periods

Quarter	United States		Northeast		North Central	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	3,516	3,400	1,251	1,225	1,140	1,091
July-Sept.....		3,370		1,188		1,080
Oct.-Dec.....		3,621		1,292		1,173
Jan.-Mar.....		3,639		1,280		1,185
Total		14,030		4,985		4,529
	South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	417	398	309	290	399	396
July-Sept.....		413		292		397
Oct.-Dec.....		431		318		407
Jan.-Mar.....		441		324		409
Total		1,683		1,224		1,609

Table 6.--Fluid whole milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

Quarter	United States		Northeast		North Central	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	22.3	21.7	23.5	23.2	20.6	19.5
July-Sept.....		22.0		23.8		19.7
Oct.-Dec.....		22.4		24.3		20.0
Jan.-Mar.....		22.2		24.2		19.8
	South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	24.1	23.6	22.8	22.2	20.9	21.0
July-Sept.....		23.5		22.4		20.9
Oct.-Dec.....		23.9		22.7		20.8
Jan.-Mar.....		23.9		22.2		20.7

Table 7.--Fluid whole milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains		Regional and local chains		Independent grocers	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	226	207	368	296	906	1,016
July-Sept.....		193		283		1,025
Oct.-Dec.....		211		314		1,057
Jan.-Mar.....		237		320		1,052
Total		848		1,213		4,150
	House-to-house			All other outlets		
Apr.-June.....	1,774	1,691		242	190	
July-Sept.....		1,660			209	
Oct.-Dec.....		1,816			223	
Jan.-Mar.....		1,811			219	
Total		6,978			841	

Table 8.--Fluid whole milk: Prices paid by householders per quart equivalent by type of retail outlet, 13-week periods

Quarter	National chains		Regional and local chains		Independent grocers	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	21.4	21.0	21.5	21.0	22.1	21.4
July-Sept.....		21.4		21.3		21.8
Oct.-Dec.....		22.0		21.8		22.1
Jan.-Mar.....		21.8		21.7		21.9
	House-to-house			All other outlets		
Apr.-June.....	23.1	22.5		18.7	18.7	
July-Sept.....		22.7			18.9	
Oct.-Dec.....		23.0			19.0	
Jan.-Mar.....		22.9			19.0	

Table 9.--Fluid skim milk: Household purchases, by U. S. and regions, 13-week periods

Quarter	United States		Northeast		North Central	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	219	179	41	38	67	48
July-Sept.....		191		42		54
Oct.-Dec.....		180		37		50
Jan.-Mar.....		190		35		55
Total		740		152		207
	South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	49	39	23	19	39	35
July-Sept.....		42		20		33
Oct.-Dec.....		44		19		30
Jan.-Mar.....		43		23		34
Total		168		81		132

Table 10.--Fluid skim milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

Quarter	United States		Northeast		North Central	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.5	18.5	19.6	20.1	19.4	18.5
July-Sept.....		18.9		20.8		18.6
Oct.-Dec.....		18.9		20.8		19.0
Jan.-Mar.....		18.6		20.7		18.7
	South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.8	18.7	19.2	18.7	15.0	16.4
July-Sept.....		18.2		19.4		17.3
Oct.-Dec.....		18.5		20.3		16.2
Jan.-Mar.....		18.4		20.0		15.6

Table 11.--Fluid skim milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains		Regional and local chains		Independent grocers	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	17	13	32	19	54	56
July-Sept.....		14		21		59
Oct.-Dec.....		15		18		56
Jan.-Mar.....		16		20		60
Total		58		78		231
	House-to-house			All other outlets		
Apr.-June.....	101	81		14	10	
July-Sept.....		84			13	
Oct.-Dec.....		78			13	
Jan.-Mar.....		78			16	
Total		32			52	

Table 12.--Fluid skim milk: Prices paid by householders per quart equivalent, by type of retail outlet, 13-week periods

Quarter	National chains		Regional and local chains		Independent grocers	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	17.7	18.0	17.1	17.4	18.8	18.7
July-Sept.....		18.6		17.4		19.5
Oct.-Dec.....		18.7		18.2		19.1
Jan.-Mar.....		17.7		17.7		19.0
	House-to-house			All other outlets		
Apr.-June.....	19.4	19.2		14.8	15.0	
July-Sept.....		19.4			14.5	
Oct.-Dec.....		19.5			15.6	
Jan.-Mar.....		19.3			15.6	

Table 13.--Fluid whole milk: Household purchases, by regions, by size of container, 13-week periods

Quarter	Gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	16.8	8.5	165.0	147.9	17.3	10.4	22.5	18.3	12.4	8.8
July-Sept.....		6.5		139.8		10.2		17.1		9.4
Oct.-Dec.....		9.2		160.4		10.4		20.7		9.4
Jan.-Mar.....		9.5		178.5		15.3		21.7		8.3
Total		33.7		626.6		46.3		77.8		35.9
	Half-gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	109.4	28.7	503.4	367.3	146.2	53.3	183.3	126.5	121.3	84.7
July-Sept.....		29.8		374.4		65.8		131.4		81.0
Oct.-Dec.....		32.2		423.0		85.4		144.7		93.4
Jan.-Mar.....		40.1		444.2		89.2		155.8		104.8
Total		130.8		1,608.9		293.7		558.4		363.9
	Quart size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	1,122.7	1,187.5	471.5	574.9	252.8	334.3	102.7	145.1	265.6	302.6
July-Sept.....		1,151.6		565.2		336.4		143.3		306.4
Oct.-Dec.....		1,250.3		589.2		334.0		152.3		303.3
Jan.-Mar.....		1,230.7		561.7		334.1		146.5		295.1
Total		4,820.1		2,291.0		1,338.8		587.2		1,207.4

Table 14.--Fluid skim milk: Household purchases, by regions, by size of container, 13-week periods

Quarter	Gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	0.9	0.8	2.7	2.2	3.1	1.9	1.3	1.9	0.1	0.3
July-Sept.....		.9		3.1		3.3		1.4		--
Oct.-Dec.....		.3		2.1		2.2		1.1		.2
Jan.-Mar.....		1.1		1.8		1.9		1.5		--
Total		3.1		9.2		9.3		5.9		.5
	Half-gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	0.7	1.0	12.0	3.4	11.1	3.1	9.1	3.2	8.0	3.5
July-Sept.....		1.1		3.6		4.5		3.9		3.3
Oct.-Dec.....		.4		1.9		4.9		4.7		3.1
Jan.-Mar.....		.2		3.2		5.9		7.2		5.2
Total		2.7		12.1		18.4		19.0		15.1
	Quart size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	39.1	36.0	51.6	42.5	35.0	33.1	12.3	14.2	31.2	31.4
July-Sept.....		40.0		47.6		33.8		14.3		29.7
Oct.-Dec.....		35.8		45.6		36.6		13.5		26.9
Jan.-Mar.....		32.9		49.9		35.4		14.1		28.8
Total		144.7		185.6		138.9		56.1		116.8

Table 15.--Fluid whole milk: Household purchases, by retail outlets, by size of container, 13-week periods

Quarter	Gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	8.1	12.7	23.8	19.8	62.9	79.2	87.9	49.3	51.3	32.9
July-Sept.....		9.3		16.6		74.9		49.4		32.8
Oct.-Dec.....		10.7		18.3		80.8		60.4		39.9
Jan.-Mar.....		13.1		19.8		89.3		75.1		36.0
Total		45.8		74.5		324.2		234.2		141.6
	Half-gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	123.9	75.1	163.9	87.8	365.4	244.5	328.4	207.9	82.0	45.2
July-Sept.....		75.4		91.3		253.7		206.9		55.1
Oct.-Dec.....		81.2		101.4		293.8		235.0		67.3
Jan.-Mar.....		92.3		106.3		321.8		246.5		67.2
Total		324.0		386.8		1,113.8		896.3		234.8
	Quart size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	93.8	119.2	180.3	188.1	477.2	691.3	1,357.8	1,433.8	106.2	112.0
July-Sept.....		108.7		175.4		695.2		1,403.2		120.4
Oct.-Dec.....		119.3		193.8		681.8		1,519.3		114.9
Jan.-Mar.....		131.4		193.5		640.9		1,489.0		113.3
Total		478.6		750.8		2,709.2		5,845.3		460.6

Table 16.--Fluid skim milk: Household purchases, by retail outlets, by size of container, 13-week periods

Quarter	Gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	0.3	1/	0.8	0.2	1.8	2.6	2.5	1.7	2.7	2.6
July-Sept.....		0.2		.3		2.7		2.0		3.5
Oct.-Dec.....		.6		.2		1.6		1.1		2.4
Jan.-Mar.....		.2		.2		1.1		1.0		3.8
Total		1.0		.9		8.0		5.8		12.3
	Half-gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	5.3	2.5	10.4	3.5	12.0	3.8	9.9	3.2	3.3	1.2
July-Sept.....		2.3		3.0		5.3		4.0		1.8
Oct.-Dec.....		2.3		2.7		5.6		2.6		1.8
Jan.-Mar.....		4.0		4.2		7.9		3.3		2.3
Total		11.1		13.4		22.6		13.1		7.1
	Quart size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	11.7	10.8	20.8	15.5	40.2	48.9	88.7	76.3	7.8	5.7
July-Sept.....		11.4		17.5		50.8		77.8		7.9
Oct.-Dec.....		12.1		14.7		48.4		74.8		8.4
Jan.-Mar.....		12.1		15.5		50.6		73.1		9.8
Total		46.4		63.2		198.7		302.0		31.8

1/ Less than .1.

Table 17.--Fluid whole milk: Prices paid by householders, by regions, by size of container, 13-week periods (per quart equivalent)

Quarter	Gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	15.4	14.1	18.8	17.2	17.6	15.8	18.5	18.4	16.8	15.4
July-Sept.....		14.9		17.3		14.7		18.7		15.2
Oct.-Dec.....		15.1		17.9		19.9		18.6		15.0
Jan.-Mar.....		14.1		17.9		18.2		18.7		16.3
Quarter	Half-gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	21.5	20.8	20.1	18.9	22.9	21.3	23.2	21.9	20.1	20.0
July-Sept.....		21.4		19.1		12.1		22.2		20.0
Oct.-Dec.....		22.2		19.6		21.6		22.8		19.9
Jan.-Mar.....		22.0		19.3		21.8		22.9		19.9
Quarter	Quart size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	23.9	23.3	21.8	20.5	25.2	24.2	23.1	22.9	21.5	21.4
July-Sept.....		23.9		20.8		24.2		23.0		21.3
Oct.-Dec.....		24.5		20.9		24.6		23.2		21.3
Jan.-Mar.....		24.3		20.8		24.7		23.2		21.1

Table 18.--Fluid skim milk: Prices paid by householders, by regions, by size of container, 13-week periods (per quart equivalent)

Quarter	Gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	13.4	12.7	10.5	10.5	11.9	9.8	10.6	11.5	4.8	11.9
July-Sept.....		12.9		8.4		9.6		10.0		--
Oct.-Dec.....		15.5		12.0		10.9		9.7		16.3
Jan.-Mar.....		15.5		11.6		10.9		10.6		--
Quarter	Half-gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	12.3	17.0	18.5	16.7	16.8	15.4	18.7	18.6	11.0	11.8
July-Sept.....		14.3		16.8		15.7		19.5		12.3
Oct.-Dec.....		16.4		16.4		15.7		20.5		12.6
Jan.-Mar.....		20.4		16.6		15.3		20.2		11.4
Quarter	Quart size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	19.9	20.3	20.0	19.1	19.9	19.4	20.6	19.7	16.0	17.0
July-Sept.....		21.1		19.4		19.4		20.3		17.8
Oct.-Dec.....		20.8		19.4		19.4		21.1		16.7
Jan.-Mar.....		20.8		19.1		19.3		20.9		16.3

Table 19.--Fluid whole milk: Prices paid by householders, by retail outlets, by size of container, 13-week period (per quart equivalent)

Quarter	Gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	16.5	17.1	16.8	16.7	18.1	16.7	20.2	19.2	16.2	14.7
July-Sept.....		17.8		16.8		16.7		19.0		15.0
Oct.-Dec.....		18.0		17.7		17.4		20.0		15.4
Jan.-Mar.....		17.9		17.7		17.4		19.3		15.8
	Half-gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	20.9	19.7	20.9	19.6	21.5	20.0	21.9	20.6	18.0	17.7
July-Sept.....		19.9		19.9		20.3		20.7		17.7
Oct.-Dec.....		20.6		20.5		20.8		21.1		18.1
Jan.-Mar.....		20.3		20.3		20.6		21.0		17.9
	Quart size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	22.5	22.2	22.7	22.1	23.2	22.4	23.6	22.9	20.5	20.3
July-Sept.....		22.8		22.5		22.9		23.1		20.5
Oct.-Dec.....		23.4		22.9		23.3		23.4		20.7
Jan.-Mar.....		23.1		22.8		23.2		23.4		20.6

Table 20.--Fluid skim milk: Prices paid by householders, by retail outlets, by size of container, 13-week periods (per quart equivalent)

Quarter	Gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	15.8	13.3	13.2	13.2	7.3	11.0	14.7	11.9	9.9	10.0
July-Sept.....		17.9		10.6		9.1		11.2		8.0
Oct.-Dec.....		17.8		14.5		9.6		12.3		10.5
Jan.-Mar.....		18.2		12.0		9.7		11.9		12.0
	Half-gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	14.9	15.4	14.7	14.5	18.5	16.9	17.2	16.6	15.3	13.3
July-Sept.....		15.0		13.7		17.7		17.0		14.5
Oct.-Dec.....		15.2		15.3		17.7		19.3		13.6
Jan.-Mar.....		13.1		15.1		17.7		19.3		14.2
	Quart size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.9	18.6	18.4	18.1	19.3	19.1	19.8	19.4	15.9	17.5
July-Sept.....		19.3		18.1		20.3		19.8		17.4
Oct.-Dec.....		19.4		18.9		19.6		19.6		17.4
Jan.-Mar.....		19.2		18.5		19.4		19.4		17.0

Table 21.--Fluid milk: Household purchases by size of container for the U. S., 13-week periods

Quarter	Gallon size					
	Fluid milk		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	242.1	201.0	234.0	193.9	8.1	7.1
July-Sept.....		191.7		183.0		8.7
Oct.-Dec.....		216.0		210.1		5.9
Jan.-Mar.....		239.6		233.3		6.3
Total		848.3		820.3		28.0
	Half-gallon size					
Apr.-June.....	1,104.5	674.7	1,063.6	660.5	40.9	14.2
July-Sept.....		698.8		682.4		16.4
Oct.-Dec.....		793.7		778.7		15.0
Jan.-Mar.....		855.8		834.1		21.7
Total		3,023.0		2,955.7		67.3
	Quart size					
Apr.-June.....	2,384.5	2,701.6	2,215.3	2,544.4	169.2	157.2
July-Sept.....		2,668.3		2,502.9		165.4
Oct.-Dec.....		2,787.5		2,629.1		158.4
Jan.-Mar.....		2,729.2		2,568.1		161.1
Total		10,886.6		10,244.5		642.1

Table 22.--Fluid milk: Household purchases per capita in quart equivalents, by place of residence, April-September, 1954

Place of residence	Fluid milk	Fluid whole milk	Fluid skim milk
	1954	1954	1954
	Quarts	Quarts	Quarts
United States.....	45.0	42.7	2.3
MRCAs Areas			
Northeast.....	57.8	56.0	1.2
South.....	23.5	21.4	2.1
North Central.....	50.4	48.1	2.3
Mountain-Southwest.....	37.5	35.2	2.4
Pacific.....	54.4	50.1	4.3
Size of Community			
Farm.....	8.9	8.4	1.0
Under 2,500.....	38.0	36.0	1.9
2,500 to 50,000.....	48.4	46.0	2.5
50,000 to 500,000.....	49.6	46.4	3.2
500,000 and over.....	59.8	57.2	2.6

Table 23.--Fluid milk: Household purchases per capita in quart equivalents, by family characteristics, April-September, 1954

Family Characteristics	Fluid milk	Fluid whole milk	Fluid skim milk
	1954	1954	1954
	Quarts	Quarts	Quarts
Family Income			
Upper.....	46.3	43.5	2.8
Upper middle.....	50.2	47.8	2.3
Lower middle.....	46.5	44.4	2.1
Lower.....	37.2	35.0	2.2
Education of Family Head			
Grammar school.....	34.8	32.8	2.0
Some high school.....	52.2	49.8	2.5
Some college.....	57.9	54.9	3.0
Occupation of Family Head			
Professional, executive.....	58.4	55.3	3.2
Clerical, sales, service.....	56.4	53.6	2.8
Craftsman, foreman.....	52.7	50.1	2.5
Laborers, operative.....	42.7	40.7	2.0
Farmer.....	9.8	9.1	1.0
Unclassified.....	36.6	33.4	3.1
Presence of Children			
No children.....	43.6	40.0	3.6
5 years and under.....	46.9	55.0	1.9
6-12 years.....	50.7	48.6	2.0
13-20 years.....	44.6	42.0	2.6
Multiple age groups.....	41.2	39.7	1.5
Age of Housewife			
Under 35 years.....	47.6	45.8	1.8
35-44 years.....	47.2	45.3	1.9
45 years and over.....	41.4	38.2	3.1
Size of Family			
1 and 2 members.....	45.3	41.4	4.0
3 members.....	49.8	47.5	2.3
4 and 5 members.....	51.8	50.0	1.8
6 or more members.....	30.6	29.0	1.5

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